

ORDER

FIRST COAST NEWS



Orders	Order / Rev:	705929	
	Alt Order #:	6272771	
	Product Desc:	DSCC/NELSON 4 SENATE	
	Estimate:	544	
	Flight Dates:	08/15/12 - 08/21/12	Primary AE: Jim Quinn
	Original Date / Rev:	08/10/12 / 08/10/12	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT
Agency	Name:	Abar Hutton Media/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		6190 Grovedale Court Suite 200	Billing Cycle: EOM/EOC
		Alexandria, VA 22310	Agency Commission: 15%
Advertiser	Name:	Nelson, B/ DSCC/ D/Sen/FL	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-US Senate	Order Separation: 00:15:00
	Priority:	P-3	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	10	\$2,125.00	\$1,806.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$2,125.00	\$1,806.25	0.00
Totals	10	\$2,125.00	\$1,806.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	8%	\$2,125.00
Market	100%	\$26,562.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	6%	\$1,593.75
WCWJ	0%	\$0.00
WJXT	35%	\$9,296.88
WJXX	4%	\$1,062.50
WTEV	47%	\$12,484.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/15/12	08/15/12	Today Show II M-F 9-10am	CM	9a-10a	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----		1				\$300.00		0.00			
E 2	WTLV	08/20/12	08/20/12	M-F 11a-12p M-F 11a-12p	CM	M-F 11a-12p	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$80.00		0.00			
E 3	WTLV	08/16/12	08/16/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	---T---	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1				\$110.00		0.00			

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**
To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3
Station and Location:**Date:**

6/26/12

I, Shelli Hutton,being/on behalf of: Bill Nelson for Senate, a legallyqualified candidate of the Democrat politicalparty for the office of: US Senatein the Generalelection to be held on: 11/06/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	as ordered	M-S			

Total Charges: \$ Gross \$ net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Bill Nelson for US Senate 1516 E Colonial Dr #101 Orlando FL 32803 407-704-7980

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Peggy Gannon

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

6/25/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Bill Nelson for Senate
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Shelli Hutton-authorized media buyer
printed name

6/25/12
date